

## Message Text

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FM AMCONSUL EDINBURGH

TO AMEMBASSY LONDON

INFO SECSTATE WASHDC 731

UNCLAS EDINBURGH 033

DEPARTMENT PASS COMMERCE FOR TED KRAUSE

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: US TRADE CENTER PROMOTION

REF: LONDON 0088

1. WHEREAS CONGEN EDINBURGH CANNOT VOUCH FOR LONG-TERM RESULTS EMANATING OUT OF ITS RECEPTION ON JANUARY 16, FOR TOP EXECUTIVES OF MAJOR COMPANIES, BANKS, CHAMBERS OF COMMERCE, AND OTHER ORGANIZATIONS, SPONSORED BY THE LONDON TRADE CENTER, IT CERTAINLY CREATED A STIR LOCALLY. COMMENT HAS INCLUDED SURPRISE THAT THE USG (A) WAS INTERESTED IN COMMERCIAL PROMOTION, (B) HAD SUCH A THING AS A TRADE CENTER WHERE SMALL AND LARGE BUSINESS REPRESENTATIVES COULD MEET, AND (C) DID NOT MAKE ITS PRESENCE KNOWN MORE OFTEN AND MORE WIDELY. OF COURSE, SCOTS, AS AMERICANS, LIKE A PARTY AND A GATHERING OF THE CLANS, BUT PRESENCE MAKES THE HEART GROW FONDER THAN ABSTINENCE, AND CONTACTS MAKE BUSINESS GROW FASTER.

2. ONE CHEAP WAY OF MAINTAINING COMMERCIAL PRESENCE, CONTACTS AND MOMENTUM IN SUCH UNDER STAFFED AND SUPPORTED OUTPOSTS AS IN SCOTLAND IS FOR THE PRINCIPAL OFFICER (OR THE CONSULATE GENERAL AS AN ORGANIZATION) TO JOIN AND PUT IN REGULAR APPEARANCES AT LOCAL CHAMBERS OF COMMERCE AND/OR ROTARY CLUBS. I JOINED BOTH ROTARY CLUB AND CHAMBER OF COMMERCE IN EDINBURGH

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LAST YEAR, ALSO GLASGOW, WITH ABERDEEN AND DUNDEE PENDING.

THE TOTAL COST HAS BEEN 35 POUNDS FOR ROTARIES AND 32 POUNDS FOR CHAMBERS OF COMMERCE (EDINBURGH AND GLASGOW). THE RESULT HAS AS A MINIMUM MADE ME AS AN FSO THINK MORE OFTEN OF COMMERCE IN SCOTLAND AND AS A MAXIMUM MADE SCOTS THINK MORE OF BUSINESS WITH AMERICANS.

3. ONE TANGIBLE RESULT IS THAT WHEREAS MY IMMEDIATE PREDECESSOR WAS UNABLE TO INTRODUCE ME TO A SINGLE AMERICAN BUSINESSMAN IN EDINBURGH, I HAVE UNCOVERED A DISPERSED AMERICAN BUSINESS COLONY OF THIRTY-NINE PLUS FAMILIES, AND HAVE FORMED A CLUB OF SAME. PERHAPS MORE SIGNIFICANT IS THAT WHEREAS SIX MONTHS AGO WE CARRIED 120 AMERICAN FIRMS ON OUR RECORDS IN SCOTLAND, WE NOW LIST 243. THESE FIRMS REPORT 76,094 EMPLOYEES IN SCOTLAND (INCLUDING 621 AMERICANS) AND AN ANNUAL VOLUME OF BUSINESS OF 1,788,699,106.00 DOLLARS.

THIS FIGURE DOES NOT REPRESENT THE TRUE VOLUME, SINCE SOME OF THE LARGEST COMPANIES DECLINED TO REVEAL THEIR FIGURES.

4. IN SHORT THERE IS ONE HELLUVA LOT GOING ON HERE COMMERCIALY THAT WE CANNOT BEGIN TO COVER, AND ANYONE IN STATE OR COMMERCE INTERESTED IN THE SUBJECT COULD DO WELL TO THINK ABOUT IT AND HOPEFULLY DO SOMETHING TO STAY AHEAD OF IT. WE'RE NOT DEALING WITH PEANUTS (OR PEANUT OIL) HERE, AND IT WOULD BE A MISTAKE TO THINK COMMERCIAL OPPORTUNITIES IN SCOTLAND ARE SIMILAR TO THOSE ELSEWHERE IN BRITAIN.

5. IT IS A CONCH THAT THIS OUTPOST CANNOT DO ANYTHING MORE. IN FACT, WE CANNOT CONTINUE TO DO WHAT WE ARE DOING, I.E. PAY OUT OF POCKET FOR BASIC COMMERCIAL LIAISON. THIS YEAR MY PERSONAL FUNDS RUNNETH OUT, AND I WILL HAVE TO NOTIFY THE RESPECTIVE CHAMBERS OF MY INABILITY TO CONTINUE MY MEMBERSHIP, UNLESS, OF COURSE, THE DEPARTMENTS OF STATE OR COMMERCE CAN COME UP WITH THE FINANCIAL BACKING REQUIRED. LONG-EXHAUSTED REPRESENTATIONAL PITTANCES FROM LONDON ARE NO ANSWER.

6. IF SUCH SPECIAL FUNDS EXIST OR CAN BE MADE TO EXIST, PLEASE SO NOTIFY EDINBURGH. IF NOT, BOTH DEPARTMENTS MIGHT THINK ABOUT SUCH A PRESENTATION TO CONGRESS, WHICH CONCEIVABLY SHOULD BE MORE INTERESTED IN EXPORTS THESE DAYS THAN SOME UNCLASSIFIED

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OTHER OUTLAYS ABROAD.

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